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FOR IMMEDIATE RELEASE

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Dan Finley to Participate in Polar Plunge

County Exec Will Take New Year's Leap for Charity

Waukesha, Wis.— County Executive Daniel Finley will join in the annual polar bear jump on Okauchee Lake. The New Year's Day tradition of diving into the frigid lake water will begin at 1 p.m. at Jollymon's Cove, N52W35091W Lake Drive on Okauchee Lake in Okauchee.

Polar bear jumpers receive pledged raise money for *A Child's Tomorrow*, a tax-exempt, nonprofit organization that provides financial assistance to uninsured and underinsured children whose parents have limited incomes.

"The polar bear jump is a fun tradition as well as a great opportunity to raise funds and awareness for an important charity," Finley said. "I'm not excited about the cold water, but I'm happy to participate in the event for the benefit of children in need."

Another polar bear leap will take place at 2:00 p.m. at Nelson's Channel Inn, 3442 Delafield Road on Upper Nemadji Lake in the Town of Summit. All polar bear jumpers who raise \$25 or more will receive a T-shirt, and prizes are awarded to the three polar bears at each site that raise the most money.

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